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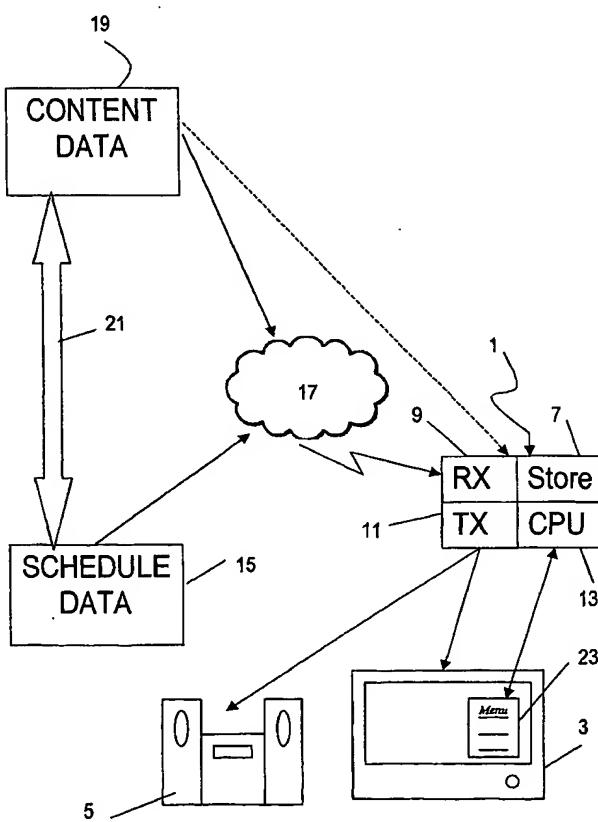
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[Continued on next page]

(54) Title: CONTENT DATA SCHEDULING USING SCHEDULE DATA TRANSMITTED VIA A MOBILE COMMUNICATION NETWORK



(57) Abstract: An audio/visual programming content broadcasting service is provided to a user. Programming content ("content data") is prestored on storage module (7) of a user's storage terminal I and/or content data is downloaded from content data provider (19). The content data is encrypted and is of no use to the user in the form stored in storage module (7). Schedule data provider (15) transmits to the user's storage terminal (1), via mobile telecommunications network (17), data controlling the times and dates at which the content data is to be made available to the user. The schedule data also includes data enabling decryption of the content data. Schedule data therefore controls the distribution of the content data to the user's television monitor (3) and/or audio system (5) so that the video/audio programming available to the user can be controlled. Advantageously, the CPU (13) of the storage module I provides a graphical user interface (23) by means of the television monitor (3) in order to allow the user to respond to particular content data - for example, to purchase that content data for unrestricted future viewing/listening or to purchase a product or service advertised by the content data.

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